

# Regional Economic Development Grants Grantee Communications Guidelines



The Peel Development Commission (PDC) created this guide to support you in creating communications regarding your project. We are excited to inform stakeholders and the region about the progress, achievements and success of your project.

Regional Economic Development Grants (RED Grants) support initiatives driven by regional organisations that will create real economic impact and employment opportunities.

## Acknowledging the program and funding bodies

All communications regarding the RED Grants program require correct reference to the program and acknowledgement of the funding bodies as follows;

*The Regional Economic Development Grants (RED Grants) program is delivered by the Peel Development Commission for the Peel region, with support from the Department of Primary Industries and Regional Development (DPIRD).*

*The Regional Economic Development Grants (RED Grants) is supported by the State Government.*

*This <Project Name> has been made possible with funding from the State Government's Regional Economic Development (RED) Grants Program.*

Examples of where acknowledgement of funding should be used;

- Media releases
- Social media
- Corporate publications
- Signage & plaques

- Launches / openings / unveilings
- Milestone celebrations
- Speeches and presentations
- Online and email communications Advertising material relating to the funded project

All drafts and proofs will need to be approved via the grants@peel.wa.gov.au mailbox and we will seek further approval with DPIRD.

## Media releases

Please forward any material you intend to share with media regarding your project to the PDC for approval and to incorporate any quotations on behalf of the Commission. Funding bodies must be acknowledged as provided in the preceding paragraphs.

## Social media

Sharing your project stories via social media is encouraged and does not require approval, although funding acknowledgement is required as provided.

To assist in extending your post reach, you may wish to tag Peel Development Commission, Minister for Regional Development, and Department of Primary Industries and Regional Development.

You may also wish to incorporate #REDGrants #peelregion #regionaldevelopment

## Plaques and signage

If plaques or signage is required, funding recipients are required to submit final proofs, proposed size and location, to the PDC for approval prior to production.

Please provide photos of the signage and/or plaque, with details of their location, to the PDC once they have been erected. On completion of the project, signage must be maintained for a period of 12 months.

At the completion of an infrastructure project, there is a requirement for a permanent plaque to be affixed to the structure.

## Invitations, Events, Launches and Announcements

As a courtesy in acknowledgement of funding, the State should be invited to all project-related events. If you are planning an event, milestone celebration etc, please advise the Commission at the earliest ability so we can secure representation.

Please consult with the PDC in advance of hosting an event to receive advice on approvals for invitations, promotional materials, associated media releases, plaques and signage etc .



## Logo use

On execution of your agreement and commencement of the project, you will be able to download logos for your project use from the PDC website, which includes further instructions for their correct use here;

<https://www.peel.wa.gov.au/our-focus/grants-and-funding/red-grants-program/red-grants-funding-recipient-documents/>

Your reference for using the State Crest is the Department of Premier and Cabinet website under 'Common Badging' - you should refer to this page when using the State Crest, however the PDC will assist you in adhering to these guidelines.

All communications relating to the RED Grants program must display the:

1. DPIRD logo
2. Commission logo
3. The text 'Supported by the State Government.'

The Commissions' logo and branding will be prominent on all communication material. The DPIRD logo must be applied to all material to acknowledge the support provided and the joint portfolio.

Below is a brief visual guide for the correct application of logos within Common Badging guidelines and State Coat of Arms rules of depiction.

Supported by the State Government's Royalties for Regions Program.



Example of application



## Sending photos to the PDC

Photographs are an effective way to promote your project and share the success with your stakeholders.

The PDC regularly shares information with the region on our project partners through our e-news, website and social media and including visuals is a great way to promote your project and organisation.

Please send us high resolution photos (at least 1MB) that can be used in communication materials, including:

- Project progress photos
- Project completion photos
- Events
- People involved in the project

Please also share with us your organisation's social media profiles so that we can connect with you when sharing these stories.

You are also invited to send us articles, news, milestones, achievements etc as they come up so that we can include them in our e-news, social media and possibly upcoming editions of the Peel magazine.

## We're here to help

For any questions, requests, or to send us any content or other material, please contact our Regional Economic Development Officer, Simone Hutton, at [grants@peel.wa.gov.au](mailto:grants@peel.wa.gov.au) or call 9535 4140.

For communications support, approval of media releases, plaques and other collateral, as well as providing material for Peel Development Commission publications, please contact our Communications Adviser at [communications@peel.wa.gov.au](mailto:communications@peel.wa.gov.au) or call 9535 4140.



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